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### To the Sound Christian Academy community:

We are pleased to introduce Sound Christian Academy's new logo and graphic standards guide. They reflect our comprehensive exploration of ways in which we can build consistent visual impressions of Sound Christian Academy and expand our reputation for providing a quality Christian education.

This system was created to promote a clear and consistent use of these standards both internally and externally. The standards cover use of the logo, primary and secondary colors, type fonts and other matters that strengthen Sound Christian Academy's visual identity.

This document represents our initial guidelines for using the new identity system and we look forward to seeing the new Sound Christian Academy logo and graphic standards system in use this year and for years to come.



## Symbol and logotype

The *Sound Christian Academy* logo is to be reproduced only in the configurations shown at the right. The *Sound Christian Academy* symbol may be used alone (without type) or with type in the horizontal or vertical format, which is considered the recommended version of the logo.

**\*See page 5 for color specifications.**

### Need a logo file?

*Sound Christian Academy* employees can provide logo files saved in various formats (eps, ai, png, jpeg). **DO NOT** piece the logo together. Use **ONLY** the provided logo files.

### Questions?

Please contact marketing and communications at *Sound Christian Academy*.

The symbol in the preferred \*colors



The symbol in black or one color



The symbol with logotype in horizontal lock-up



The horizontal symbol and logotype in black or one color



The symbol with logotype in vertical lock-up



The vertical symbol and logotype in black or one color





### Clearance space around logo and minimum usage size

When using the logo with other graphic elements, make sure you give it room to breathe. The empty space around the logo should be equal to, or greater than the size of one of the “C” shapes extracted from the logo symbol (at the intended logo size) on all four sides of the logo as illustrated in the graphic on this page.

To ensure the logo maintains its visual impact, do not reproduce it any smaller than .375” tall.





Color palette specifications

The primary symbol colors are PMS 280 and PMS 1235 (or the CMYK and RGB equivalents). The primary logotype color is PMS 280. One-color applications may use any of the primary colors and black (limited usage of PMS 1235 as a single color logo). The symbol and logotype should not be printed in white, except as approved by *Sound Christian Academy* marketing and communications. The secondary and tertiary color palettes are intended primarily for use in other applications to unify graphic elements. Screen tints of all primary and secondary colors may be used to match fabrics and in backgrounds and graphic elements.



Primary PMS color palette



PMS 280



PMS 1235



100C 89M 0Y 34K



0C 31M 100Y 0K



RGB 36 44 104



RGB 255 184 25

Secondary color palette



PMS 284



PMS 1215



59C 22M 0Y 0K



1C 14M 63Y 0K



RGB 109 171 228



RGB 254 215 113

Tertiary color palette



PMS 7465



PMS 427



C67 M0 Y40 K0



C19 M13 Y13 K0



RGB 63 191 173



RGB 209 211 211



## Typefonts and usage

Arial is the official *Sound Christian Academy* font and may be used in any communication (website, brochure, newsletter, postcard, etc.). Georgia can be used as a complementary font to Arial for all Sound Christian Academy communications both print and digital. **Never typeset ITC Giovanni Bold as part of the logo.** Always use the provided logo files. For questions or to download files, contact marketing and communications at *Sound Christian Academy*.

Official font
Arial
Approved font family
Arial
<i>Arial Italic</i>
<b>Arial Bold</b>
<b><i>Arial Bold Italic</i></b>
<b>Arial Black</b>
Approved complementary font family to Arial
Georgia
<i>Georgia Italic</i>

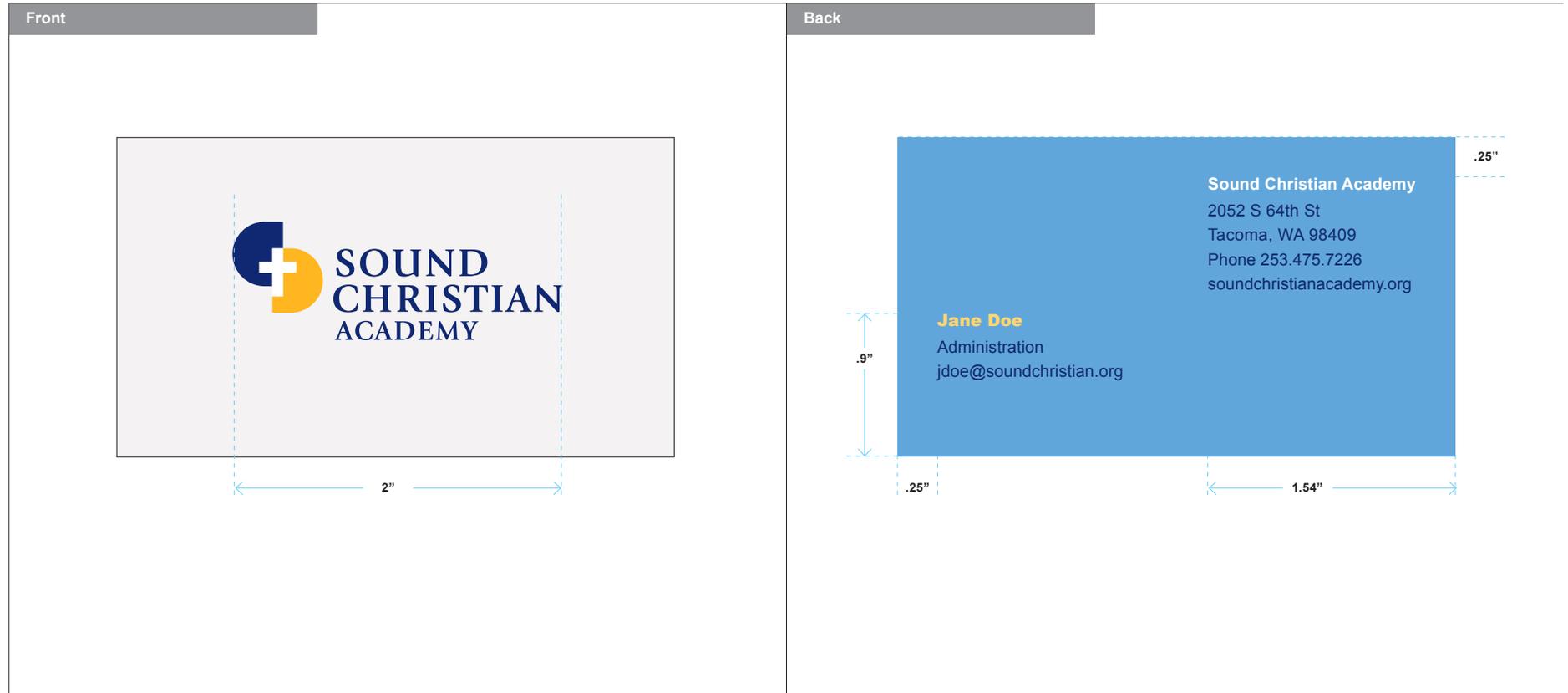


Never typeset the logotype. Always use the official, approved logo files.



## Business card

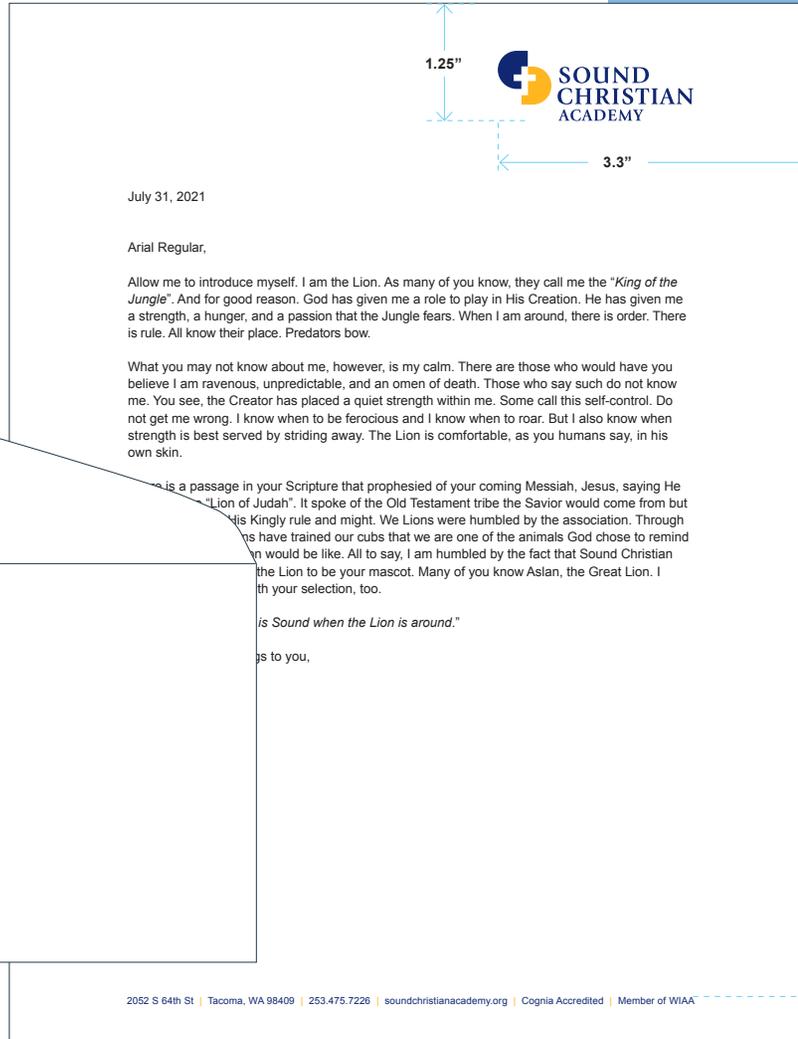
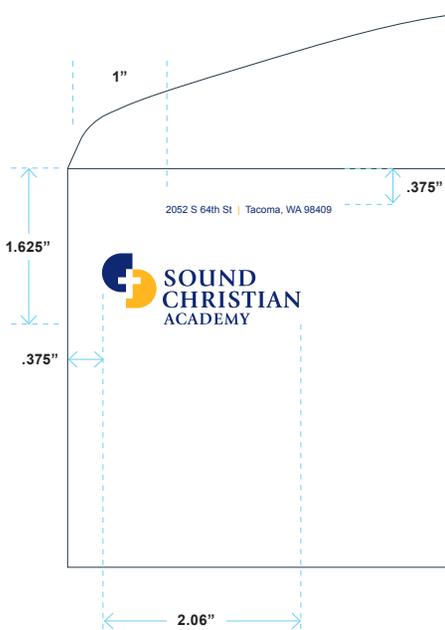
This is the approved design for the *Sound Christian Academy* business card and may not be substituted with other designs. The horizontal logo on the front is 2" wide and centers top and bottom and horizontally, with the background printing PMS 427 screened back to 28%. On the back side, the contact information is flush left and placed 1.54" inches from the right trim of the card. The contact information is PMS 280 and set in 7.5 point Arial with the school name in white Arial Bold 7.5 point. The persons name prints PMS1215 in 7.5 point Arial Black with the title and email printing in PMS 280 in Arial 7.5 point. The leading for the first line of type below the school name and the persons name is 12 points leading with the remaining lines in 11 point leading. The background color on the back side prints PMS 284. These specifications are for your information only. Never try to create the business card design. If you need a card, please contact marketing and communications at *Sound Christian Academy*.





**Academy stationery**

This is the approved stationery design for the *Sound Christian Academy* and may not be substituted with other designs. The horizontal logo on both the letterhead and envelope are 1.04" wide. The single line of address text that appears on both is 7.5 point, Arial regular and prints PMS 280 with a vertical line character printing PMS 1235. The back side of the letterhead prints PMS 284 screened to 78%. The logo on the back prints one color, PMS 284, with the cross printing a 25% screen of PMS 284. Never try to create the stationery. If additional stationery is needed, please contact marketing and communications at *Sound Christian Academy*.





## Athletics symbols and logotype

The *Sound Christian Athletics* logo is to be reproduced only in the configurations shown at the right. The *Sound Christian Athletics* symbol may be used alone (without type) or with type in the horizontal or vertical format, which is considered the recommended version of the logo.

*\*See page 5 for color specifications.*

### Need a logo file?

*Sound Christian Academy* marketing and communications can provide logo files saved in various formats (eps, ai, png, jpeg). **DO NOT** piece the logo together. Use **ONLY** the provided logo files.

### Questions?

Please contact marketing and communications at *Sound Christian Academy*.

The athletics symbol in the preferred \*colors



The athletics symbol with logotype in horizontal lock-up



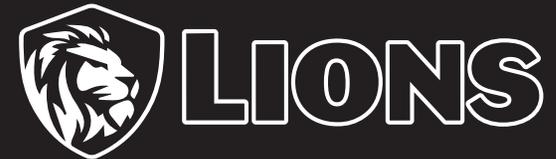
The athletics symbol with logotype in vertical lock-up



The athletics secondary symbol SC



The Athletics horizontal symbol / logotype in white



The athletics symbol and full name logotype lock-up





## Athletics typefont and usage

Cosmos is the official *Sound Christian Athletics* font used with the mascot symbol, signage, banners and various athletic promotions. Arial should be used for all body copy and text communications. **Never typeset Cosmos Extra Bold as part of the logo.** Always use the provided logo files. For questions or to download files, contact marketing and communications at *Sound Christian Academy*.

### Official Athletics font

## Cosmos Extra Bold

### Font family for body copy Communications

Arial

*Arial Italic*

**Arial Bold**

***Arial Bold Italic***

**Arial Black**



Never typeset the logotype. Always use the official, approved logo files.



### Athletics typefont and usage continued

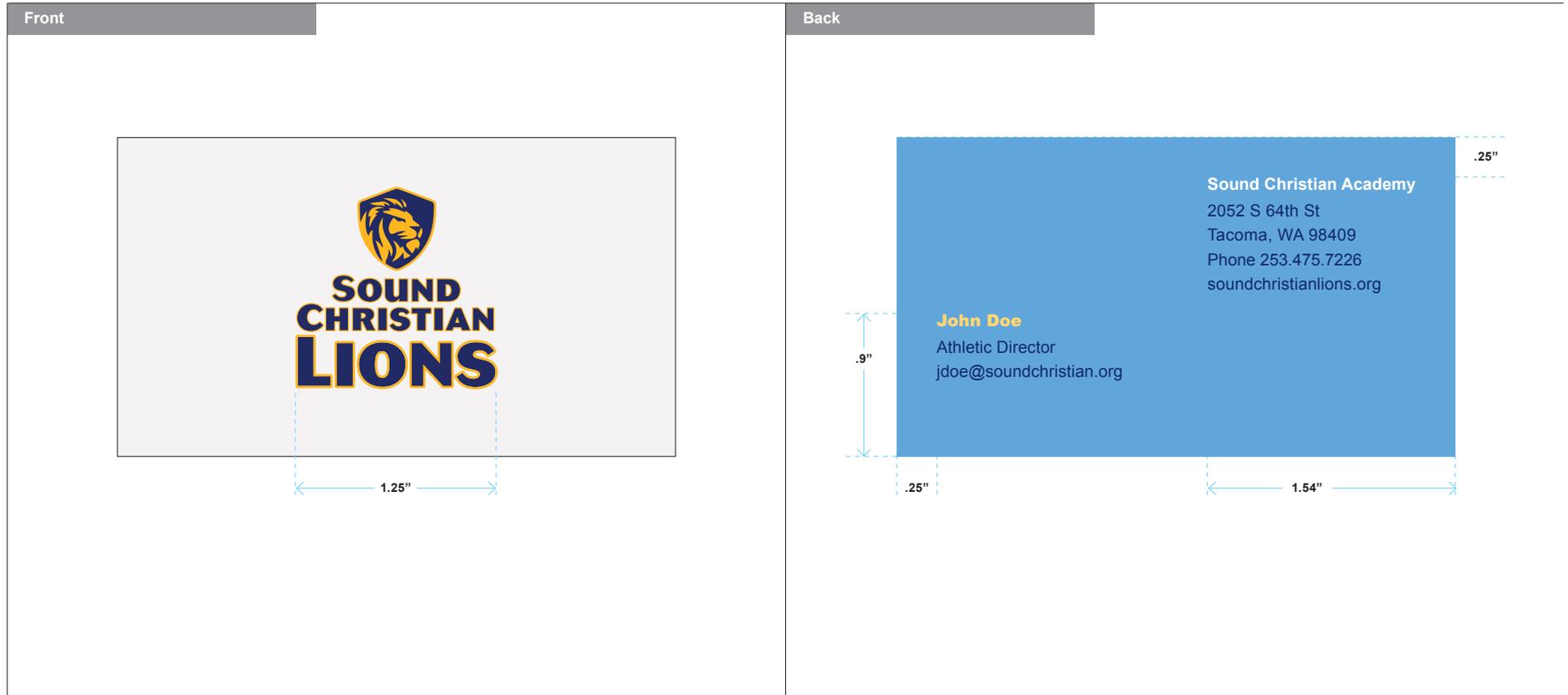
Additional uses of the Cosmos font as officially used for *Sound Christian Athletics*. **Never typeset Cosmos Extra Bold for the examples below.** Always use the provided logo files. For questions or to download files, contact marketing and communications at *Sound Christian Academy*.

<p>Additional Logotype Configurations</p> <p><b>SOUND CHRISTIAN ACADEMY</b></p>	<p>Additional Logotype Configurations</p> <p> <b>SOUND CHRISTIAN</b></p> <p><b>SOUND CHRISTIAN LIONS</b></p>
<p><b>SOUND CHRISTIAN</b></p>	<p>Athletics Jersey Numbers</p> <p><b>1 2 3 4 5 6 7 8 9 0</b></p>
<p>Logotypes in White</p> <p><b>SOUND CHRISTIAN</b></p>	<p><b>1 2 3 4 5 6 7 8 9 0</b></p>



### Athletics business card

This is the approved design for the *Sound Christian Athletics* business card and may not be substituted with other designs. The horizontal logo on the front is 2" wide and centers top and bottom and horizontally, with the background printing PMS 427 screened back to 28%. On the back side, the contact information is flush left and placed 1.54" inches from the right trim of the card. The contact information is PMS 280 and set in 7.5 point Arial with the school name in white Arial Bold 7.5 point. The persons name prints PMS1215 in 7.5 point Arial Black with the title and email printing in PMS 280 in Arial 7.5 point. The leading for the first line of type below the school name and the persons name is 12 points leading with the remaining lines in 11 point leading. The background color on the back side prints PMS 284. These specifications are for your information only. Never try to create the business card design. If you need a card, please contact marketing and communications at *Sound Christian Academy*.







## Email signatures

This is the email signature format to be used by all *Sound Christian Academy and Athletics* employees without exception. The background is white only and should not include a pattern of any kind. Persons name is PMS 284 and all other text is PMS 280. No graphics or social media icons should be used as they often appear as attachments to emails. If you need help setting up your personal signature, please contact marketing and communications.

### Approved email signature block





### Elementary athletics lion cub logo

The official *Sound Christian Elementary Athletics* mascot logo symbol and logotype lock-up. Used for all elementary school athletic promotions. Arial should be used for all body copy and text communications. **Never attempt to piece this logo together.** Always use the provided logo files. For questions or to download files, contact marketing and communications at *Sound Christian Academy*.

Elementary Athletics Logo



3 Color Version for T-shirts





## Campus signage

These are examples of campus signage and banners. Depending on desired size and proportions, please contact marketing and communications for artwork and consultation.

### Signage Samples



### Athletics Signage/Banners Samples

